

Amendments to the Claims:

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A method for selling, over a transmission network, ~~unique information indicating products that indicate~~ a plurality of unique information, the method comprising:

receiving, at a server, the plurality of unique information supplied from a client device across the transmission network to the server;

preparing, based on the plurality of unique information, a preview image of ~~the a unique information indicating product that indicates the~~ plurality of unique information,

transmitting the prepared preview image to the client device; and

displaying the preview image using a browser of the client device,

wherein the steps of preparing and displaying the preview image of the product are performed in real time in response to all selected variations of the plurality of unique information and characters input at the client device ~~of a plurality of features of the unique information indicating product~~, such that all of the selected variations of the plurality of unique information and the characters input of the plurality of features are capable of being selected on a single page of the browser of the client device and reflected in real time on the single page of the browser.

2-3. (Canceled)

4. (Currently Amended) A method as claimed in claim 1, wherein the step of displaying includes displaying, using the browser of the client device, a plurality of preview images corresponding to different colors selectable for the ~~unique information indicating~~ product.

5. (Canceled)

6. (Currently Amended) A method as claimed in claim 1, wherein the step of displaying includes displaying, using the browser of the client device, a plurality of preview images corresponding to different sizes selectable for the ~~unique information indicating~~ product.

7. (Currently Amended) A method as claimed in claim 1, wherein the step of displaying includes displaying, using the browser of the client device, a plurality of preview images corresponding to different image types selectable for the ~~unique information indicating~~ product.

8. (Currently Amended) A method as claimed in claim 1, further comprising:
storing the received unique information in correspondence with a customer identifier into a customer database; and
receiving the customer identifier from the client device across the transmission network;
wherein:
the step of preparing the preview image includes extracting the unique information corresponding to the received customer identifier from the customer database and preparing the preview image to indicate the extracted unique information on the ~~unique information indicating~~ product.

9. (Currently Amended) A method as claimed in claim 8, further comprising:
~~creating-preparing~~ the customer identifier; and
transmitting the ~~createdprepared~~ customer identifier to the client device.

10-34. (Canceled)